

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method for enabling a customer to confirm that a driver who offers the customer a ride is the correct driver, the method comprising causing a computer to execute instructions for:

receiving a reservation requesting a ride;

assigning a driver to provide the ride;

retrieving, from a database, a photograph of the assigned driver; and

transmitting the photograph of the assigned driver to a customer ~~[[or a driver a graphical representation]]~~ to facilitate ~~[[execution of a reservation of a transportation service to be provided to]]~~ the customer's ability to confirm that ~~[[by]]~~ the assigned driver and the driver who picks up the customer are the same person.

2. (Cancelled)

3. (Currently Amended) The method of claim 1, in which causing a computer to execute instructions for transmitting the ~~[[graphical representation]]~~ photograph comprises causing the computer to execute instructions for transmitting the ~~[[graphical representation]]~~ photograph in response to a time associated with the reservation.

4. (Currently Amended) The method of claim 1, in which causing a computer to execute instructions for transmitting the ~~[[graphical representation]]~~ photograph comprises causing the computer to execute instructions for transmitting the ~~[[graphical representation]]~~ photograph to a wireless handheld device.

5. (Cancelled)

6. (Currently Amended) The method of claim 1, further comprising causing the computer to execute instructions for:

retrieving, from a database, ~~[[in which the graphical representation comprises]]~~ a photograph of the customer associated with the reservation; and

transmitting the photograph of the customer associated with the reservation to the assigned driver, thereby enabling the driver to confirm pick-up of the correct customer.

7. (Currently Amended) The method of claim 1, further comprising:

assigning a vehicle to be driven by the assigned driver;

retrieving a photograph of the vehicle from a database; and

transmitting ~~[[in which the graphical representation comprises]]~~ a photograph of the assigned ~~[[a]]~~ vehicle to the customer, wherein the photograph of the vehicle shows ~~[[including]]~~ the license plate of the assigned vehicle.~~[[, associated with the reservation.]]~~

8. (Currently Amended) The method of claim 1, ~~[[in which the graphical representation comprises]]~~ further comprising causing the computer to execute instructions for transmitting a map associated with the reservation.

9. (Previously Presented) The method of claim 8, in which the map comprises a pick-up location associated with the reservation.

10. (Previously Presented) The method of claim 9, in which the pick-up location comprises a location in an airport.

- 11. (Previously Presented)** The method of claim 8, in which the map comprises directions from a location associated with the customer to a location associated with the driver.
- 12. (Currently Amended)** The method of claim 1, further comprising causing ~~[[in which the graphical representation comprises]]~~ a text message from the customer to be transmitted to the assigned driver.
- 13. (Currently Amended)** The method of claim 1, further comprising causing ~~[[in which the graphical representation comprises]]~~ a text message from the driver to be transmitted to the customer.
- 14. (Currently Amended)** A system for enabling a customer to confirm that a driver who offers the customer a ride is the correct driver, the system comprising:
- a computing device adapted to:
- ~~[[select]]~~ receive a reservation ~~[[with an associated customer and an associated driver]]~~ requesting a ride; and
- assign a driver to provide the ride;
- retrieve, from a database, a photograph of the assigned driver;
- transmit ~~[[a graphical representation]]~~ the photograph of the assigned driver to ~~[[the associated]]~~ a customer ~~[[or the associated]]~~ to assist the customer in confirming that the assigned driver and the driver who picks up the customer are the same person.
- 15. (Currently Amended)** The system of claim 14, ~~[[further comprising]]~~ wherein the computing device is in communication with a data communication channel ~~[[through the computing device, the data communication channel]]~~ linking a first wireless handheld device associated with the customer and a second wireless handheld device associated with the driver.

16. (Cancelled)

17. (Cancelled)

18. (Cancelled)

19. (Cancelled)

20. (Cancelled)

21. (New) A computer-readable medium having encoded thereon software for enabling a customer to confirm that a driver who offers the customer a ride is the correct driver, the software comprising instructions for:

receiving a reservation requesting a ride at a particular time;

assigning a driver to provide the ride;

retrieving, from a database, a photograph of the assigned driver; and

transmitting the photograph of the assigned driver to a customer to facilitate the customer's ability to confirm that the assigned driver and the driver who picks up the customer are the same person.

22. (New) The method of claim 1, further comprising causing a computer to execute instructions for:

receiving information causing a change in customer pick-up conditions; and

automatically dispatching, to the driver, updated customer pick-up information.

23. (New) The method of claim 22, further comprising causing a computer to execute instructions for automatically alerting the customer about a change in customer pick-up information.